WHAT IS CLAIMED IS:

1. (Original) An organic electroluminescence device, comprising:

an anode electrode comprising a first conductive film which is formed on a substrate and has light reflectivity, and a second conductive film which is formed on the first conductive film so as to cover the first conductive film and has light transmittance;

an organic electroluminescence layer which is formed on the anode electrode; and

a cathode electrode which is formed on the organic electroluminescence layer and has light transmittance.

2. (Original) An organic electroluminescence device, comprising:

an anode electrode comprising a first conductive film which is formed on a substrate and has light reflectivity, a second conductive film which is formed on the first conductive film and has light transmittance, and a third conductive film which is partially formed between the first conductive film and the second conductive film and is electrically connected to each of the first conductive film and the second conductive film;

an organic electroluminescence layer which is formed on the anode electrode; and

a cathode electrode which is formed on the organic electroluminescence layer and has light transmittance.

3. (Original) The organic electroluminescence device of claim 2, wherein the third conductive film is formed on a peripheral edge portion of the first conductive film.

4. (Previously Presented) The organic electroluminescence device of claim 2, wherein the second conductive film is formed so as to cover the first conductive film.

5. (Previously Presented) The organic electroluminescence device of claim 2, wherein the third conductive film comprises a high-melting point metal.

6. (Original) The organic electroluminescence device of claim 5, wherein the third conductive film comprises Mo, W, Ta, Ti, Cr, or an alloy comprising at least any one of these as a main component.

7. (Original) An organic electroluminescence device, comprising:

a first conductive film which is formed on a substrate and has light reflectivity;

an insulating layer which is formed on the first conductive film and has light transmittance;

an anode electrode which is formed on the insulating layer and comprises a second conductive film having light transmittance;

an organic electroluminescence layer which is formed on the anode electrode; and

a cathode electrode which is formed on the organic electroluminescence layer and has light transmittance.

8. (Original) The organic electroluminescence device of claim 7, wherein the insulating layer is formed so as to cover the first conductive film.

9. (Previously Presented) The organic electroluminescence device of claim 7, wherein the first conductive film is formed so as to be wider than a luminescence region where the anode electrode and the cathode electrode overlap each other.

10. (Previously Presented) The organic electroluminescence device of claim 7, wherein the insulating layer has a film thickness of 1 μm or more.

11. (Previously Presented) The organic electroluminescence device of claim 7, wherein the insulating layer has light transmittance of 50% or higher.

12. (Previously Presented) The organic electroluminescence device of claim 1, wherein the first conductive film is partially formed in a luminescence region where the anode electrode and the cathode electrode overlap each other.

13. (Previously Presented) The organic electroluminescence device of claim 1, wherein irregularities are formed on a surface of the substrate or the insulating layer.

14. (Previously Presented) The organic electroluminescence device of claim 1, wherein the first conductive film comprises Al, Ag, Nd, Si, Ti, W, Cu, Nb, Ta, C, or an alloy comprising at least any one of these as a main component.

15. (Previously Presented) The organic electroluminescence device of claim 1, wherein the second conductive film comprises ITO, IZO, or ZnO.

16. (Previously Presented) A display apparatus, comprising the organic electroluminescence device of claim 1 in the pixel region.

17. (Original) The display apparatus of claim 16, further comprising a switching device which is formed on the substrate and controls a driving voltage which is applied to the organic electroluminescence device.

18. (Previously Presented) A manufacturing method for an organic electroluminescence device, comprising steps of:

forming, on a substrate, an anode electrode which comprises a first conductive film having light reflectivity, and a second conductive film which is formed on the first conductive film so as to cover the first conductive film and has light transmittance;

forming an organic electroluminescence layer on the anode electrode; and

forming a cathode electrode having light transmittance on the organic electroluminescence layer.

19. (Original) The manufacturing method for an organic electroluminescence device of claim 18, wherein, at the step of forming the anode electrode, a third conductive film which is electrically connected to each of the first conductive film and the second conductive film is partially formed on the first conductive film before the second conductive film is formed.

20. (Original) The manufacturing method for an organic electroluminescence device of claim 19, wherein the step of forming the anode electrode comprises:

a step of forming the third conductive film on the first conductive film;

a step of forming a resist film on the third conductive film, and partially varying the film thickness of the resist film;

a step of etching the third conductive film and the first conductive film, using the

resist film of which the film thickness has been varied, as a mask;

a step of removing a portion of the resist film that is thinner in film thickness to form an aperture part in the resist film; and

a step of etching the third conductive film which is exposed at the bottom in the aperture part, using the resist film in which the aperture part has been formed, as a mask, to partially form the third conductive film on the first conductive film.

21. (Original) The manufacturing method for an organic electroluminescence device of claim 20, wherein, at the step of partially varying the film thickness of the resist film, an exposure amount of the resist film is partially changed to vary the film thickness of the resist film.

22. (Previously Presented) The manufacturing method for an organic electroluminescence device of claim 19, wherein, at the step of partially forming the third conductive film, the third conductive film is formed on a peripheral edge portion of the first conductive film.

23. (Original) A manufacturing method for a display apparatus, comprising steps of:

forming a switching device on a substrate;

forming a first insulating layer on the substrate on which the switching device is formed;

forming a first conductive film having light reflectivity on the first insulating layer;

forming, on the first insulating layer on which the first conductive film is formed, a second insulating layer which has a first aperture part above an electrode of the switching device and comprises a photosensitive resin having light transmittance;

etching the first insulating layer using the second insulating layer as a mask to form a second aperture part which reaches the electrode of the switching device;

forming, on the second insulating layer, an anode electrode which is electrically connected to the electrode of the switching device through the first aperture part and the second aperture part, and comprises a second conductive film having light transmittance;

forming an organic electroluminescence layer on the anode electrode; and

forming a cathode electrode having light transmittance on the organic electroluminescence layer.